

**IN THE CLAIMS:**

1. (Currently Amended) A method comprising:  
  
receiving a plurality of bids at a processor, each of the bids comprising a bid amount;  
  
~~wherein the received bids are associated~~ ~~associating the received bids~~ with time or location factors and storing the bids and associated time or location factors in a memory;  
  
~~determining content for display based on the time or the location factors;~~  
  
ranking the plurality of bids based on a comparison of the bid amounts using the processor; ~~and~~  
  
storing a hierarchical navigation search interface in memory, the hierarchical navigation search interface comprising a plurality of layers, at least one of the layers having a plurality of options;  
  
selecting content for display on at least one or more screens of the layers of the a hierarchical navigation search interface ~~on a user terminal~~ based on the ranking of the bids and the associated time or location factors; [.]  
  
displaying, on a display of a user terminal, the selected content in at least one of the layers of the hierarchical navigation search interface; and  
  
wherein upon receipt of a user input corresponding to an option in the layer, displaying a next deeper layer of the hierarchical navigation search interface.
2. (Previously Presented) The method of claim 1, wherein the content describes a set of products.

3. (Previously Presented) The method of claim 1, wherein the content describes a set of sellers.
4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and a day of week.
5. (Previously Presented) The method of claim 1, further comprising:  
determining an advertisement to be displayed based on a set of factors; and  
displaying the advertisement with the content.
6. (Original) The method of claim 1, further comprising;  
obtaining a bid from a client through a web based interface.
7. (Original) The method of claim 1, further comprising:  
displaying content that has a correlated location, the correlated location within a defined distance from a customer.
8. (Original) The method of claim 1, further comprising:  
displaying content that has a correlated location that is a geographic region which a customer is within.
9. (Currently Amended) The method of claim 1, wherein the displaying of the content is through the user terminal which is one of an interactive television system, web appliance, computer system and wireless device.
10. (Currently Amended) The method of claim 9, wherein the interactive television system utilizes a matrix based hierarchical ~~simplified navigation system~~ search interface.
11. (Currently Amended) A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:

receiving a plurality of bids at a processor, each of the bids comprising a bid amount;

~~wherein the received bids are associated~~ ~~associating the received bids~~ with time or location factors and storing the bids and associated time or location factors in a memory;

~~determining content for display based on the time or the location factors;~~

ranking the plurality of bids based on a comparison of the bid amounts using the processor; and

storing a hierarchical navigation search interface in memory, the hierarchical navigation search interface comprising a plurality of layers, at least one of the layers having a plurality of options;

selecting content for display on at least one or more screens of the layers of the a hierarchical navigation search interface ~~on a user terminal~~ based on the ranking of the bids and the associated time or location factors; [.]

displaying, on a display of a user terminal, the selected content in at least one of the layers of the hierarchical navigation search interface; and

wherein upon receipt of a user input corresponding to an option in the layer, displaying a next deeper layer of the hierarchical navigation search interface.

12. (Previously Presented) The machine-readable medium of claim 11, wherein the content describes a set of products.

13. (Previously Presented) The machine-readable medium of claim 11, wherein the content describes a set of sellers.

14. (Original) The machine-readable medium of claim 11, wherein time is one of a date, hour of day, and day of week.

15. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

determining an advertisement to be displayed based on the set of factors; and  
displaying the advertisement with the content.

16. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

obtaining a bid from a client through a web based interface.

17. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

18. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

19. (Currently Amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations

further comprising displaying of the content through the user terminal which is one of a web appliance, computer system, wireless device and interactive television system.

20. (Currently Amended) The machine-readable medium of claim 19, wherein the interactive television system utilizes a matrix based hierarchical simplified navigation search interface system.

21. (Withdrawn) A method comprising:  
displaying a set of navigation options through an interactive television channel;  
ranking navigation options based on a one of merchant feedback and user feedback; and  
arranging navigation options based on ranking.

22. (Withdrawn) The method of claim 21, further comprising:  
determining a placement of a matrix layer of a navigation interface based on ranking.

23. (Previously Presented) The method of claim 1, further comprising:  
tracking user navigation for pay by performance system.

24. (Currently Amended) The method of claim 1, wherein ranking the ~~content~~ bids is part of a bid for placement system.

25. (Currently Amended) The method of claim 1, wherein the ~~request for content is a~~ key word search bids are for key words.

26. (Previously Presented) The machine readable medium of claim 11, providing further instructions, which when executed by a machine cause the machine to perform operations comprising:

tracking user navigation for a pay for performance system.

27. (Currently Amended) The machine readable medium of claim 11, wherein ranking the ~~content~~ bids is part of a bid for placement system.

28. (Currently Amended) The machine readable medium of claim 11, wherein the ~~request for content is a key word search~~ bids are for key words.

29. (Withdrawn) A method for automated content placement in a navigational hierarchy comprising:

receiving a bid for association of content with a keyword or category;

ranking the bid based on a comparison of the amount of the bid to a previously received bid associated with the keyword or category; and

determining a position for display of the content in the navigational hierarchy based on the ranking.

30. (Previously Presented) The method of claim 1, wherein the content is reformatted.

31. (Currently Amended) The method of claim 1, wherein at least one of the ~~screens~~ layers of the hierarchical navigation search interface contains a plurality of matrix cells.

32. (Previously Presented) The method of claim 1, wherein the content is an advertisement.

33. (Previously Presented) The method of claim 32, wherein the advertisement is targeted to one or more users.

34. (Previously Presented) The method of claim 1, wherein the ranking of bids is based on demographics.

35. (Previously Presented) The method of claim 1, wherein the ranking of bids is based on a user's favorites.

36. (Previously Presented) The method of claim 1, wherein the ranking of bids is based on at least one of a user's previous selections.

37. (Previously Presented) The method of claim 1, wherein the ranking of bids is based on a user profile.

38. (Currently Amended) The method of claim 1, wherein at least one of the ~~screens~~ layers is a reformatted Web page.

39. (Currently Amended) The method of claim 38, wherein a user selects one or more options on the ~~screen~~ layer of the hierarchical navigation search interface using a remote control.

40. (Previously Presented) The method of claim 1, wherein the selected content for display is streamed audio and video.

41. (Currently Amended) The method of claim 1, wherein a user selects one or more options on the ~~screen~~ layer of the hierarchical navigation search interface using voice commands.

42. (Previously Presented) The method of claim 1, further comprising:

receiving content from the Internet.

43. (Currently Amended) The method of claim 1, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains at least one search term, the search term arranged on the ~~screen~~ layer based on the ranking of the bids.

44. (Currently Amended) The method of claim 1, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains at least one search term, the search term arranged on the ~~screen~~ layer based on a user's profile.

45. (Currently Amended) The method of claim 1, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains a keyword.

46. (Previously Presented) The method of claim 45, wherein the received bids are for the use of the keyword.

47. (Previously Presented) The method of claim 1, wherein the hierarchical navigation search interface is for an interactive television system.

48. (Previously Presented) The method of claim 1, wherein the hierarchical navigation search interface is for an interactive gaming system.

49. (Previously Presented) The method of claim 1, wherein the hierarchical navigation search interface is for an auction system.

50. (Previously Presented) The method of claim 1, wherein the hierarchical navigation search interface is for a reverse auctioning system.

51. (Previously Presented) The method of claim 1, wherein the content is web content and further comprising:

providing a search function through the hierarchical navigation search interface.

52. (Previously Presented) The method of claim 1, further comprising:

providing an interface for an advertiser to manage an account with an interactive television shopping system.

53. (Previously Presented) The method of claim 52, further comprising:



allowing the advertiser to perform functions consisting of one of updating, modifying, adding and canceling a bid.

54. (Previously Presented) The method of claim 1, wherein the hierarchical navigation search interface contains navigation options for a user and further comprising:

recording user selections of the navigation options; and

producing a report based on the recorded user selections.

55. (Previously Presented) The method of claim 1, wherein the bids are associated with placement of content associated with a keyword.

56. (Previously Presented) The method of claim 55, wherein the content contains an advertisement.

57. (Previously Presented) The method of claim 55, wherein the content contains information on a product or service.

58. (Previously Presented) The method of claim 1, wherein the content is reformatted web content and further comprising:

selecting an option on the user terminal; and

establishing a communications link to a data base, wherein the database contains the screens of the hierarchical navigation search interface.,

59. (Currently Amended) The method of claim 58, wherein the database is in a web server.

60. (Previously Presented) The machine-readable medium of claim 11, wherein the content is reformatted.

61. (Currently Amended) The machine-readable medium of claim 11, wherein at least one of the ~~screens~~ layers of the hierarchical navigation search interface contains a plurality of matrix cells.

62. (Previously Presented) The machine-readable medium of claim 11, wherein the content is an advertisement.

63. (Previously Presented) The machine-readable medium of claim 62, wherein the advertisement is targeted to one or more users.

64. (Previously Presented) The machine-readable medium of claim 11, wherein the ranking of bids is based on demographics.

65. (Previously Presented) The machine-readable medium of claim 11, wherein the ranking of bids is based on a user's favorites.

66. (Previously Presented) The machine-readable medium of claim 11, wherein the ranking of bids is based on at least one of a user's previous selections.

67. (Previously Presented) The machine-readable medium of claim 11, wherein the ranking of bids is based on a user profile.

68. (Currently Amended) The machine-readable medium of claim 11, wherein at least one of the ~~screens~~ layers is a reformatted Web page.

69. (Currently Amended) The machine-readable medium of claim 68, wherein a user selects one or more options on the ~~screen~~ layer of the hierarchical navigation search interface using a remote control.

70. (Previously Presented) The machine-readable medium of claim 11, wherein the selected content for display is streamed audio and video.

71. (Currently Amended) The machine-readable medium of claim 11, wherein a user selects one or more options on a ~~screen~~ layer of the hierarchical navigation search interface using voice commands.

72. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

receiving content from the Internet.

73. (Currently Amended) The machine-readable medium of claim 11, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains at least one search term, the search term arranged on the ~~screen~~ layer based on the ranking of the bids.

74. (Currently Amended) The machine-readable medium of claim 11, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains at least one search term, the search term arranged on the screen based on a user's profile.

75. (Currently Amended) The machine-readable medium of claim 11, wherein at least one ~~screen~~ layer of the hierarchical navigation search interface contains a keyword.

76. (Previously Presented) The machine-readable medium of claim 75, wherein the received bids are for the use of the keyword.

77. (Previously Presented) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an interactive television system.

78. (Previously Presented) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an interactive gaming system.

79. (Previously Presented) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an auction system.

80. (Previously Presented) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for a reverse auctioning system.

81. (Previously Presented) The machine-readable medium of claim 11, wherein the content is web content and further comprising:

providing a search function through the hierarchical navigation search interface.

82. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

providing an interface for an advertiser to manage an account with an interactive television shopping system.

83. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing the advertiser to perform functions consisting of one of updating, modifying, adding and canceling a bid.

84. (Previously Presented) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface contains navigation options for a user and which provides further instructions which when executed cause the machine to perform operations further comprising:

recording user selections of the navigations option; and

producing a report based on the recorded user selections.

85. (Previously Presented) The machine-readable medium of claim 11, wherein the bids are associated with placement of content associated with a keyword.

86. (Previously Presented) The machine-readable medium of claim 85, wherein the content contains an advertisement.

87. (Previously Presented) The machine-readable medium of claim 85, wherein the content contains information on a product or service.

88. (Previously Presented) The machine-readable medium of claim 11, wherein the content is reformatted web content and which provides further instructions which when executed cause the machine to perform operations further comprising:

selecting an option on the user terminal; and

establishing a communications link to a data base, wherein the database contains the screens of the hierarchical navigation search interface.

89. (Currently Amended) The method of claim 88, wherein the database is in a web server.

90. (Previously Presented) The method of claim 1, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing a user to select navigation options associated with the content;

generating revenue from an advertiser or seller each time the user selects one of the navigation options.

91. (Previously Presented) The method of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing a user to select navigation options associated with the content;  
generating revenue from an advertiser or seller each time the user selects one of  
the navigation options.

Please add the following claims:

92. (New) The method of claim 1, wherein the bids are submitted based on the time  
or location factors.

93. (New) The method of claim 1, wherein the received bids are subsequently  
associated with time or location factors.

94. (New) The machine-readable medium of claim 11, wherein the bids are  
submitted based on the time or location factors.

95. (New) The machine-readable medium of claim 11, wherein the received bids are  
subsequently associated with time or location factors.